

# Public Involvement & Outreach Summary

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## Public Involvement and Outreach Summary

The Action Agenda was developed using a community-based approach, with transparent public forums and extensive public and scientific input. Between January and November 2008, the Partnership met with scientists, elected officials, businesses, volunteers, and members of local communities. Public workshops, expert topic forums, and locally focused action area meetings addressed the health of Puget Sound, future threats, current actions, and next steps. More than 1,600 people attended public workshops, 75 presentations were given to community and business groups, and more than 12,300 public comments were received online or in writing. The following outlines the public involvement and outreach activities used to inform development of the Action Agenda.

### A. Media

**Electronic media** – The Partnership developed the following electronic materials to communicate information to the general public:

**Web** – The Partnership’s Web site included an Action Agenda Center with up-to-date information on the development process. The site provided detailed profiles of the seven action areas, information on building the Action Agenda, details on upcoming and past meetings, key documents, and a comment form.

**E-newsletters** – Every three to four weeks, the Partnership released an electronic update via e-mail to a growing list of contacts. The Partnership produced nine e-newsletters, which included information on Partnership meetings and workshops, progress on the Action Agenda, and other events and happenings around the Sound.

**Database** – The Partnership maintained a contact and comment database. The database included more than 19,800 contacts and more than 12,300 public comments. Contact and comment totals include postcard and e-mail comments received through coordinated efforts by People for Puget Sound, Environment Washington, and other groups and organizations.

**Comment tools** – The Partnership provided multiple opportunities for public comment, including a Web-based comment form, an e-mail address dedicated to receiving public comments, and a threaded discussion forum on the Partnership Web site. These tools facilitated public dialogue on the Action Agenda, including topic forum papers and action area profiles.

**Flickr contest** – The Partnership coordinated a public photo account ([www.flickr.com](http://www.flickr.com)) where more than 150 members shared their photos of the Sound and held a “Silent Crisis” online photo contest to raise awareness about the declining health of the Sound.

**Print media** – The Partnership developed the following printed materials to communicate information to the general public:

**“Our Gift” brochure** – This brochure described threats to the Sound and provided information regarding the Partnership Leadership Council, Ecosystem Coordination Board, and Science Panel.

**Action Agenda fact sheet** – The fact sheet provided an overview of the Action Agenda, including the four key Action Agenda questions, contact information for action area liaisons, and an action area map.

**Action Agenda timeline** – This graphic illustrated the schedule of Action Agenda components and development through December 2008.

**Partnership overview fact sheet** – The fact sheet included the Partnership’s mission statement, goals and structure, and listed Partnership Leadership Council, Ecosystem Coordination Board, and Science Panel members.

**Who’s who in the Partnership** – This handout introduced Leadership Council, Ecosystem Coordination Board, and Science Panel members.

## **B. Community outreach and engagements**

**Caucuses** – Five caucuses formed to facilitate efficient communication between the Partnership and key stakeholder groups. Partnership staff attended the following monthly caucus meetings, and engaged in a dialogue with Partnership staff about current activities and plans:

- State agencies
- Federal agencies
- Business interests
- Boating organizations
- Environmental groups

**Business, community and environmental organizations** – Partnership staff presented to representatives of 75 organizations during the development of the Action Agenda. Examples include, but are not limited to, watershed councils, self-formed action area “core teams”, shellfish growers, and the Washington Scuba Alliance.

**Informal outreach** – The Partnership staffed booths at various events around the Sound to raise awareness about the Action Agenda, and to communicate up-to-date information to the public. The following is a list of key events attended by Partnership staff.

<b>Event</b>	<b>Date</b>	<b>Location</b>
King County Earth Day	April 22, 2008	Seattle
Olympic College Environmental Agency Fair	April 24, 2008	Bremerton
Cascade Land Conservancy Conservation Awards Breakfast	May 1, 2008	Seattle
Dive and Travel Expo	May 3-4, 2008	Tacoma

<b>Event</b>	<b>Date</b>	<b>Location</b>
Stillaguamish River Festival	Aug. 8-9, 2008	Arlington
San Juan County Fair	Aug. 13-16, 2008	Friday Harbor
Wooden Boat Festival	Sep. 6, 2008	Port Townsend
Streamfest	Sep. 6-7, 2008	Port Angeles
Green Edmonds	Sep. 13, 2008	Edmonds
Dungeness River Festival	Sep. 26-27, 2008	Sequim
Green Snohomish County	Oct. 3-4, 2008	Snohomish

### C. Workshops

**Action areas** – The Partnership hosted two public workshops in each action area to gather local perspectives on the Action Agenda.

**Status and threats workshops** – The Partnership held nine workshops during February and March 2008 to collect local information on the Sound's status and threats to its health, and to begin to develop a framework for identifying priorities. Workshops occurred from 1 to 5 p.m., followed by evening community conversations from 5:30 – 7:30. Nearly 600 people participated in the workshops and community conversations, including representatives of local jurisdictions, tribal governments, local organizations, businesses, federal and state agencies, non-profit organizations, and community members.

The Partnership sent electronic invitations to approximately 2,600 contacts. The Partnership advertised workshops in the Feb. 15 Partnership e-newsletter, on the Web site, in newspapers throughout the Sound, and via flyers distributed in action areas.

The Partnership posted meeting agendas, interim inventory reports, workshop and community conversation summaries, and relevant PowerPoint presentations on the Web site.

<b>South Central, Feb. 25, 2008</b> <i>50 participants</i> Seattle	<b>South Central, Feb. 26, 2008</b> <i>60 participants</i> Tacoma	<b>Whidbey, Feb. 27, 2008</b> <i>75 participants</i> Everett
<b>North Central, Feb. 28, 2008</b> <i>65 participants</i> Bremerton	<b>Hood Canal, March 5, 2008</b> <i>55 participants</i> Port Hadlock	<b>Strait of Juan de Fuca, March 7, 2008</b> <i>60 participants</i> Sequim

**South Sound, March 7, 2008**  
*100 participants*  
 Olympia

**San Juan, March 20, 2008**  
*55 participants*  
 Friday Harbor

**Whatcom, March 10, 2008**  
*75 participants*  
 Bellingham

**Initial strategies workshops** – The Partnership held eight workshops during July 2008 to discuss local and regional priorities for Puget Sound protection and restoration and solicit feedback on the Partnership’s initial strategies. Over 500 people participated in the eight workshops, including representatives of local jurisdictions, tribal governments, local organizations, businesses, federal and state agencies, non-profit organizations, and community members.

The Partnership sent electronic invitations to approximately 6,300 contacts on July 1. Advertisements for the workshops appeared in the June 19 Partnership e-newsletter and on the Web site. Several days prior to each workshop, all confirmed participants received an e-mail reminder with meeting details.

The Partnership posted meeting agendas, draft action area profiles, PowerPoint presentations, program inventories and meeting summaries on the Web site.

<b>Whatcom, July 14, 2008</b> <i>45 participants</i> Bellingham	<b>Hood Canal, July 15, 2008</b> <i>69 participants</i> Kingston	<b>South Sound, July 16, 2008</b> <i>71 participants</i> Allyn
<b>Strait of Juan de Fuca, July 17, 2008</b> <i>85 participants</i> Port Angeles	<b>San Juan, July 21, 2008</b> <i>27 participants</i> Friday Harbor	<b>Whidbey, July 22, 2008</b> <i>75 participants</i> Mount Vernon
	<b>North Central, July 22, 2008</b> <i>51 participants</i> Silverdale	<b>South Central, July 30, 2008</b> <i>78 participants</i> Tukwila

**Expert workshops** – The Partnership engaged local experts to provide critical review and insight during the development of key Partnership work products.

**Topic forums** – The Partnership hosted five topic forums during April and May 2008 to help synthesize the region’s understanding of each Partnership goal. Topic forum workshops engaged participants in discussing scientific understanding of problems facing Puget Sound, and identifying policy and management strategies needed to achieve a healthy ecosystem. Over 550 people participated in the five forums, including representatives of local jurisdictions, tribal governments, local organizations, businesses, federal and state agencies, non-profit organizations, and citizens. The Partnership received 270 comments on the topic forum papers, and these comments are summarized in a Response to Comments that can be found on the Partnership Web site posted with the final topic forum papers.

The Partnership sent electronic invitations to approximately 5,200 contacts on March 31. Advertisements for the forums appeared in the April 14 Partnership E-newsletter and on the Web site. Several days prior to each forum, confirmed participants received an e-mail reminder with meeting details.

The Partnership posted meeting agendas, videos and PowerPoint presentations, draft discussion papers, topic forum summaries, and comment summaries (discussion forum, e-mail, meeting, other) on the Web site.

<b>Human Health, April 22, 2008</b> <i>57 participants</i> Tacoma	<b>Water Quality, April 25, 2008</b> <i>162 participants</i> Seattle	<b>Habitat/Land Use, April 28, 2008</b> <i>164 participants</i> Bremerton
<b>Species/Biodiversity, May 1, 2008</b> <i>76 participants</i> Everett	<b>Water Quantity, May 5, 2008</b> <i>95 participants</i> Edmonds	

**Threats and drivers review** – The Partnership held a workshop to review the initial work on the Threats and Drivers analysis on Feb. 20, 2008, inviting scientists from around the region to review a synthesis of existing assessments within the Puget Sound ecosystem. Participants included scientists from federal and state agencies and research institutions, businesses, local and tribal governments, non-profit organizations, and the general public.

The workshop was advertised in the Feb. 15 Partnership E-newsletter and on the Web site, and an electronic notification was sent to 190 contacts.

The agenda, scope for risk analysis, and workshop summary were posted on the Web site.

**Threats and drivers review workshop, Feb. 20, 2008**  
*77 participants*  
Seattle

#### **D. Draft Action Agenda review**

The Partnership posted the Draft Action Agenda online on Nov. 6, and collected public comments until Nov. 20. Public testimony was also accepted at Leadership Council meetings on Nov. 11 and Nov. 21. The Partnership distributed a press release and an electronic announcement for the draft release on Nov. 6 to 12,284 contacts and advertised the Draft Action Agenda posting and Leadership Council meetings on the Web site.

More than 1,040 comments on the Draft Action Agenda were received either written, electronically, or at meetings, including comments on the Biennial Science Work plan and the SEPA review. Comment totals include 688 electronic response letters coordinated by People for Puget Sound, American Rivers, and other groups and organizations. A comment response summary was prepared and posted on the web.